



# VICTOR JOCHOA

Victor is an award-winning artist/creative director and Cooper Union alum with more than a decade of experience creating innovative design solutions across the publishing, digital streaming, experiential, and marketing industries. His personal work consists of creating comic books, illustrations, sculptures, and more.

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## The Cooper Union for the Advancement of Science and Art

Bachelors, Fine Art 2010

## Sony Pictures Entertainment (Funimation)

**Creative Director** November 2019 – Present

- Champions a creative dream team of art directors, designers, illustrators, video editors, front-end developers, and producers. We help people belong by creating a world that empowers fans to express themselves through the anime lifestyle.
- Oversees all global marketing and brand creative for omnichannel entertainment business: Streaming Service (SVOD/AVOD/OTT), Home Entertainment, Events/Experiential, eCommerce and Products, Linear Broadcast, Gaming, and Partnerships.
- Currently spearheading multi-faceted rebrand and assimilation into a singular Anime powerhouse—including expansion into new markets; most recently Latin America.

## WarnerMedia (Crunchyroll)

**Art Director** June 2017 – August 2019

- Lead an award-winning team of creatives, where we created assets for digital (mobile and web) and print, such as emails, paid ads, social assets, OOH assets, merchandise, etc.
- Managed and mentored the team to execute industry-leading creative across all forms of digital, video, and print media.
- Project managed creative team (delegated workloads, assigned projects, tracked project statuses, etc.)
- Collaborated with key stakeholders across multiple lines of business in marketing, business development, audience development, eCommerce, research, and events.
- Developed the brand guidelines and creative foundations for VRV and Crunchyroll.

## Marvel Entertainment

**Lead Publishing Designer** January 2016 – May 2017

- Art-directed and designed for core Marvel Publishing business units and campaigns.
- Developed logos and other consumer-facing materials for Star Wars, Spider-Man, Deadpool, and more.
- Created for publications, event signage, and online.



# VICTOR ROCHOA

**Bronze Winner: The Telly Awards (2021)**

*General – Immersive & Mixed Reality*  
FunimationCon 2020

**Platinum Winner: MUSE Creative Awards (2021)**

*Experiential & Immersive -  
Expos, Conventions & Trade Shows*  
FunimationCon 2020

**Best Virtual Brand Activation:  
BizBash Event Style Awards (2020)**

*Virtual Events & Experience*  
FunimationCon 2020

**Bronze Winner: The Telly Awards (2020)**

*Craft – Online*  
HarmonQuest Claymation

**Gold Winner: The Telly Awards (2020)**

*Craft – Promotional Video*  
Gen:lock Trailer

**Silver Winner: The Telly Awards (2020)**

*Craft – Promotional Video*  
Gen:lock Trailer

**Bronze Winner: The Telly Awards (2019)**

*Craft – Promotional Video*  
VRV/Nicksplat Hero Launch Spot

**Silver Winner: The Telly Awards (2019)**

*Campaign – Online Commercials*  
VRV Bumps (Network IDs)

## The String Theory

**Freelance Illustrator** 2010 – 2017

- Illustrated for TV pitches, animations, documentaries, films, apps, and commercials.

## HarperCollins Publishers

**Senior Graphic Designer** March 2013 – January 2016

- Art-directed and designed more than 300 books for Electronic Arts, PopCap Games, Blue Sky Studios, 20th Century Fox, Guinness World Records, DC Entertainment, and Lionsgate.
- Managed a team of freelancers to create line looks, box sets, and other packaging materials.
- *The New York Times* Best Sellers *Kid President's Guide to Being Awesome*, *Divergent Official Illustrated Movie Companion*, and *Paddington*.

## Penguin Random House

**Freelance Graphic Designer** 2013 – 2014

- Designed books for Cartoon Network's *Adventure Time* series.

## Scholastic

**Graphic Designer** December 2011 – March 2013

- Art-directed and designed children's books.
- *The New York Times* Best Seller *Spot the Dot*.

## Simon & Schuster

**Junior Graphic Designer** August 2010 – December 2011

- Art-directed and designed children's books for prominent licensors including Nickelodeon, Columbia Pictures, Peyo, LaFig, CBS, Chorion, Paramount Pictures, and Richard Scarry.
- *The New York Times* Best Seller *The Smurfs Movie Novelization*.